

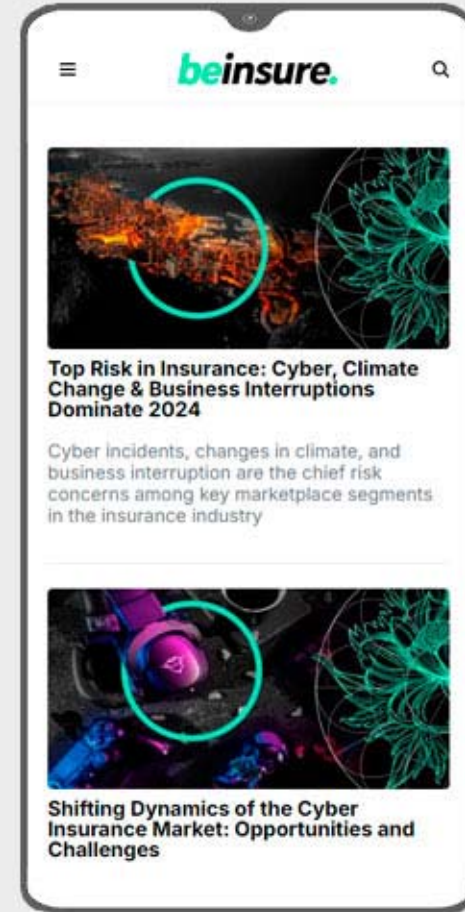
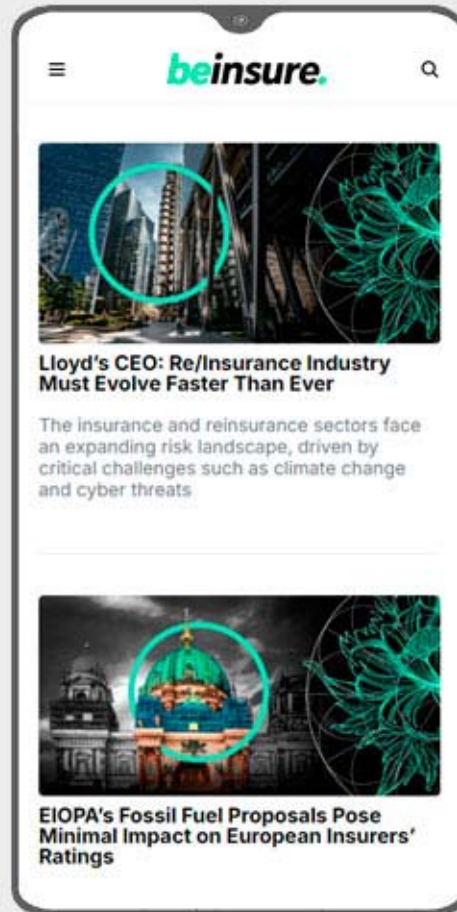
**Beinsure Media**

**[ MEDIA KIT 2026 ]**



**[beinsure.com](https://beinsure.com)**

# about



**[Beinsure.com](https://www.beinsure.com)** is a leading B2B digital media platform focused on insurance, reinsurance, InsurTech, cyber, SaaS and blockchain technologies. It aims to simplify these industries by providing the latest news, ratings, reviews, and insights.

## about



At Beinsure, we take away uncertainty of insurance and investment by connecting you with insightful, useful information, in order to help you understand your insurance needs.

Beinsure is a professional insurance digital platform that offers comprehensive coverage, in-depth analyses, and trusted reviews on a wide range of topics related to insurance and technology.

By positioning your brand with Beinsure you can access our growing global readership of finance, [insurance](#), crypto, [cyber](#), fintech & [insurtech](#) industry participants, including both buyers and sellers of protection, service providers, investors and other interested stakeholders.



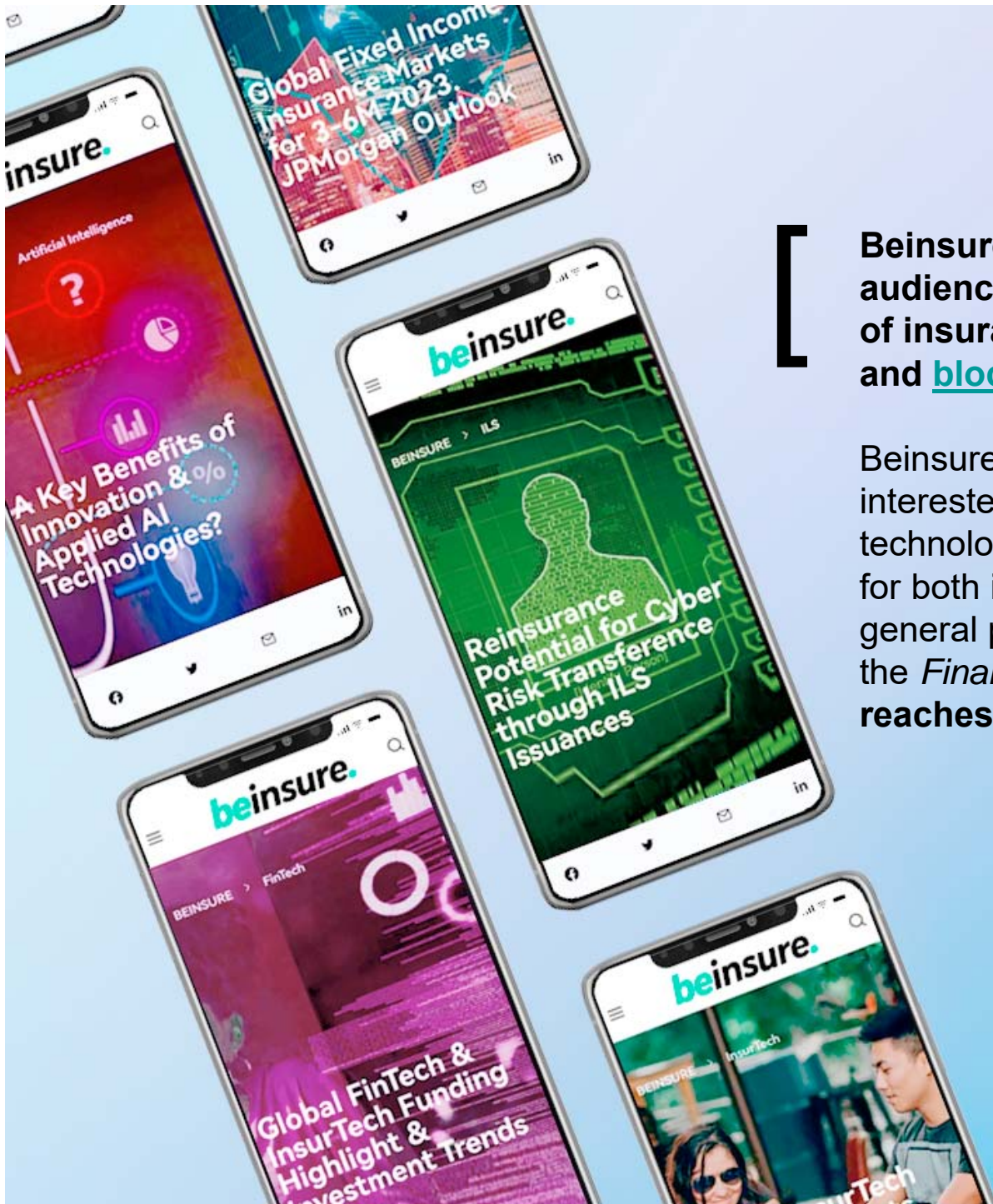
[beinsure.com](https://beinsure.com)

about

Beinsure aimed at an international audience interested in the topics of insurance, insurtech, AI, ML, IoT and [blockchain](#) technologies.

Beinsure serves a global audience interested in finance, insurance, and technology, offering an integrated platform for both industry professionals and the general public. *Beinsure Media* — part of the *Finance Media Holding*», audience reaches 2.2M+ annual readers.

[beinsure.com](https://beinsure.com)



# about

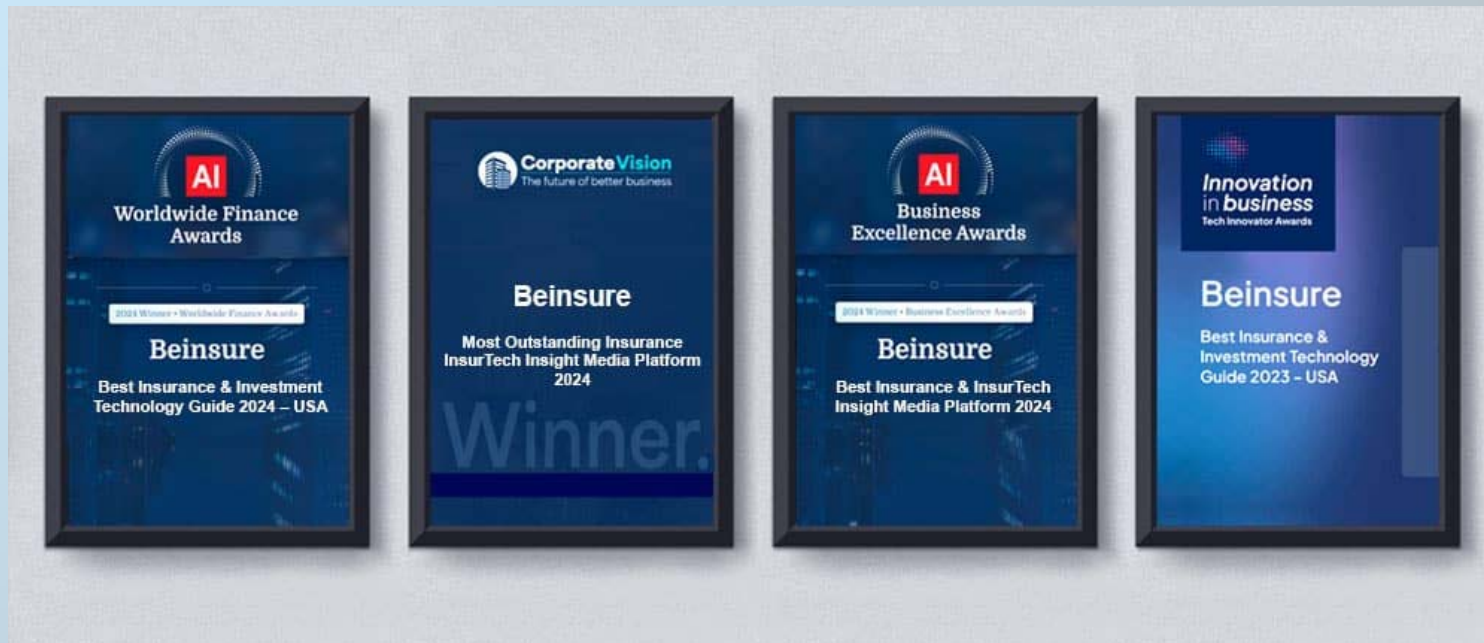
[ Beinsure reviews, forecasts & data are featured and cited by reputable media



# Awards

## Beinsure Media Awards

In 2023-2026, we at Beinsure have proudly achieved new milestones, [awards and recognitions](#), solidifying our position as a leader in the insurance and InsurTech media industries.



## Beinsure Media Awards

In 2023-2026, we at Beinsure have proudly achieved new milestones, awards and recognitions, solidifying our position as a leader in the insurance and InsurTech media industries.

- 2025 Business Excellence Awards:** Biz Tech Outlook (Shortlist)
- 2025 Northern American Startup Awards Edition 11 :** FinTech Startup of the Year for 2025 (Nominee)
- 2024 Corporate LiveWire Global Awards:** Online Insurance Guide of the Year for 2024/2025 (Winner)
- 2024 Worldwide Finance Awards:** Best Insurance & Investment Technology Guide 2024 – USA (Winner)
- 2024 Business Excellence Awards:** Best Insurance & InsurTech Insight Media Platform 2024 (Winner)
- 2024 North America Business Awards:** Best Insurance Digital Media Platform 2024 – USA (Winner)
- 2024 Global Business Insight Awards:** Most Outstanding Insurance & InsurTech Insight Media Platform 2024 (Winner)
- 2023 Technology Innovator Awards:** Best Insurance & Investment Technology Guide – USA (Winner)
- 2023 BASA Awards:** Best of America Small Business Awards 2023 (Shortlist)

# about

## We are trusted to promote tech brands



Renowned companies in technology, insurance, blockchain, investment, and finance trust us to promote their brands.

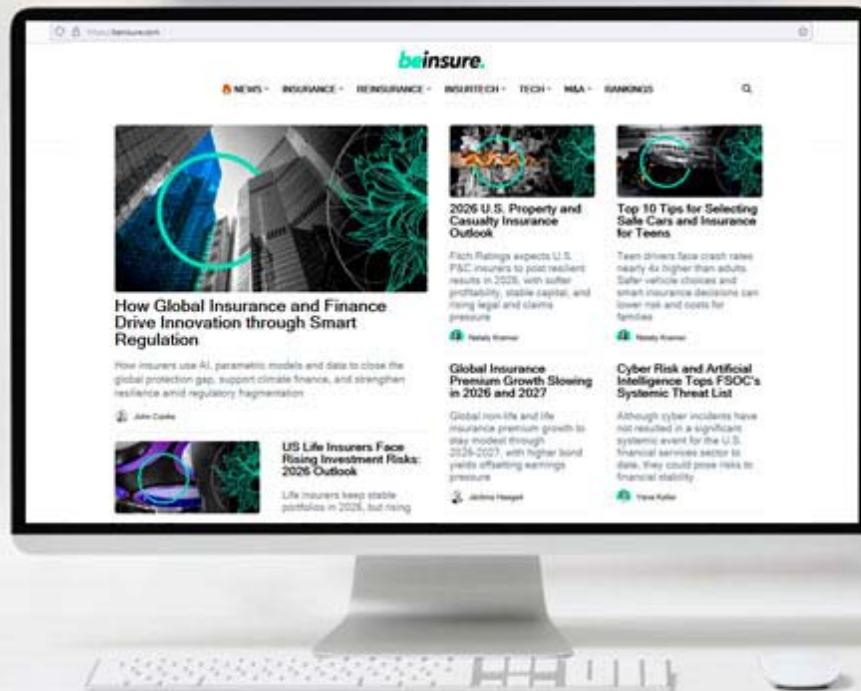


about

## Audience

**Beinsure reaches  
248K+ monthly and  
2.2M+ annual readers**

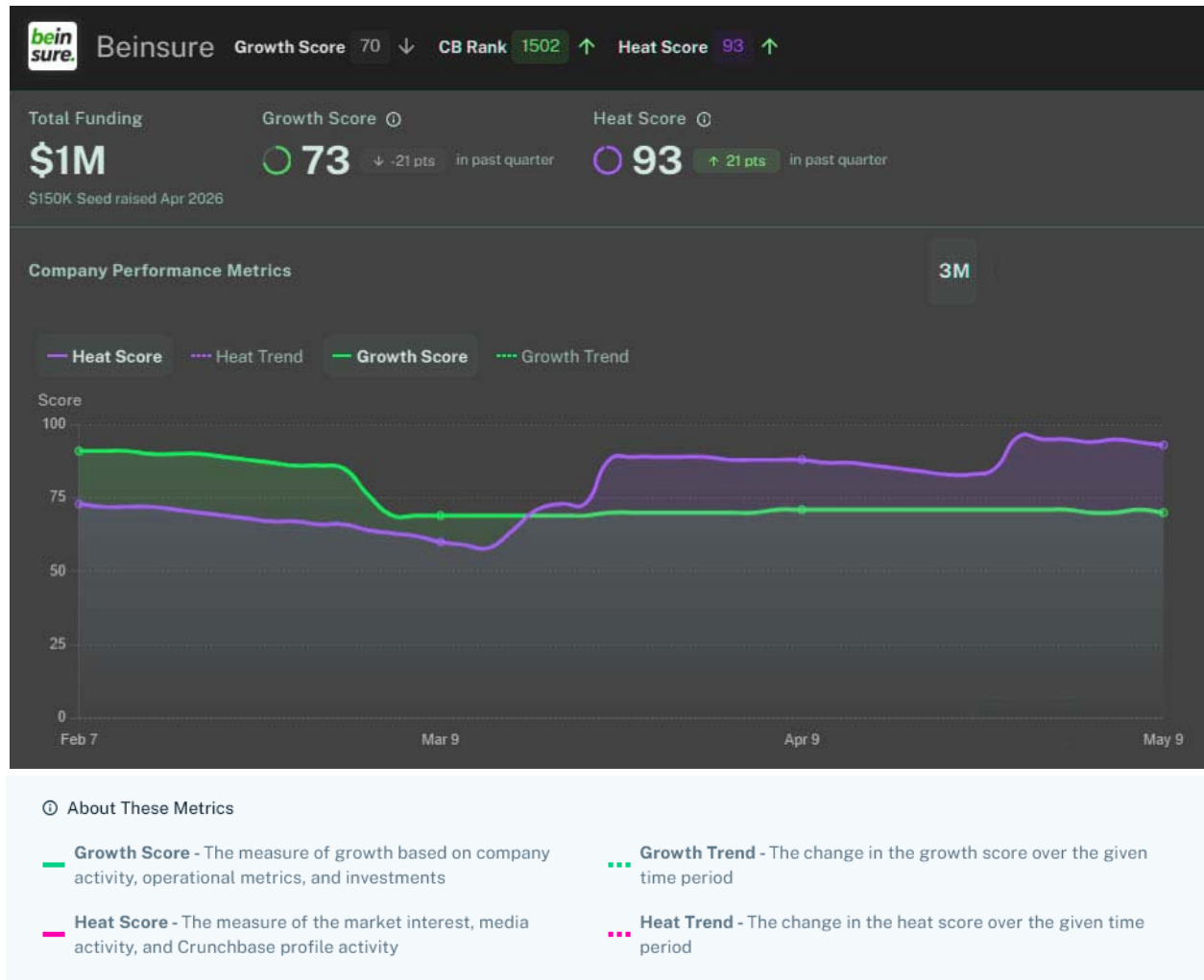
Our media can help you raise your brand's profile, attract new customers, and get direct responses to meet specific campaign targets.



**beinsure.com**

about

## Beinsure Performance Metrics by Crunchbase

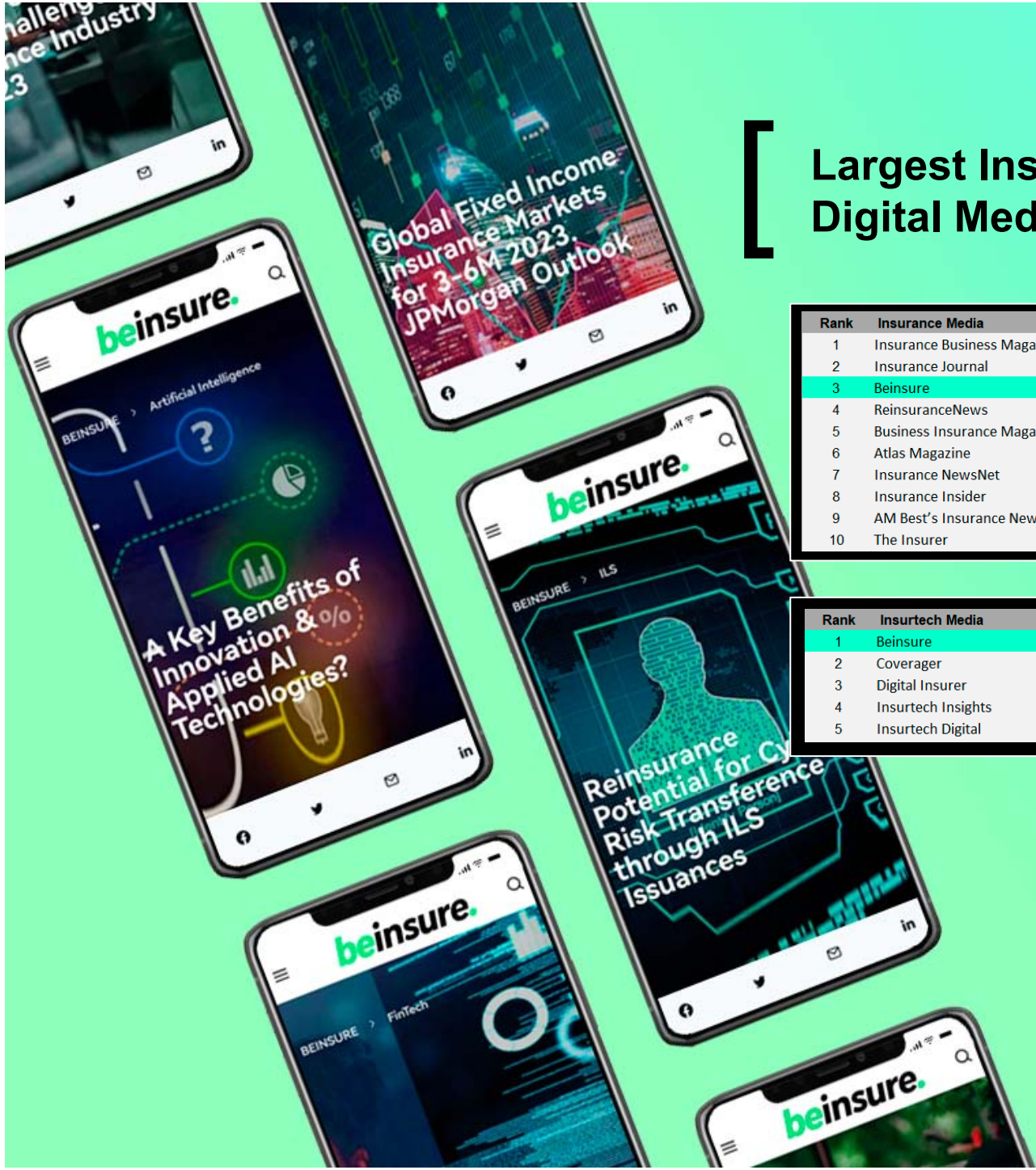


about

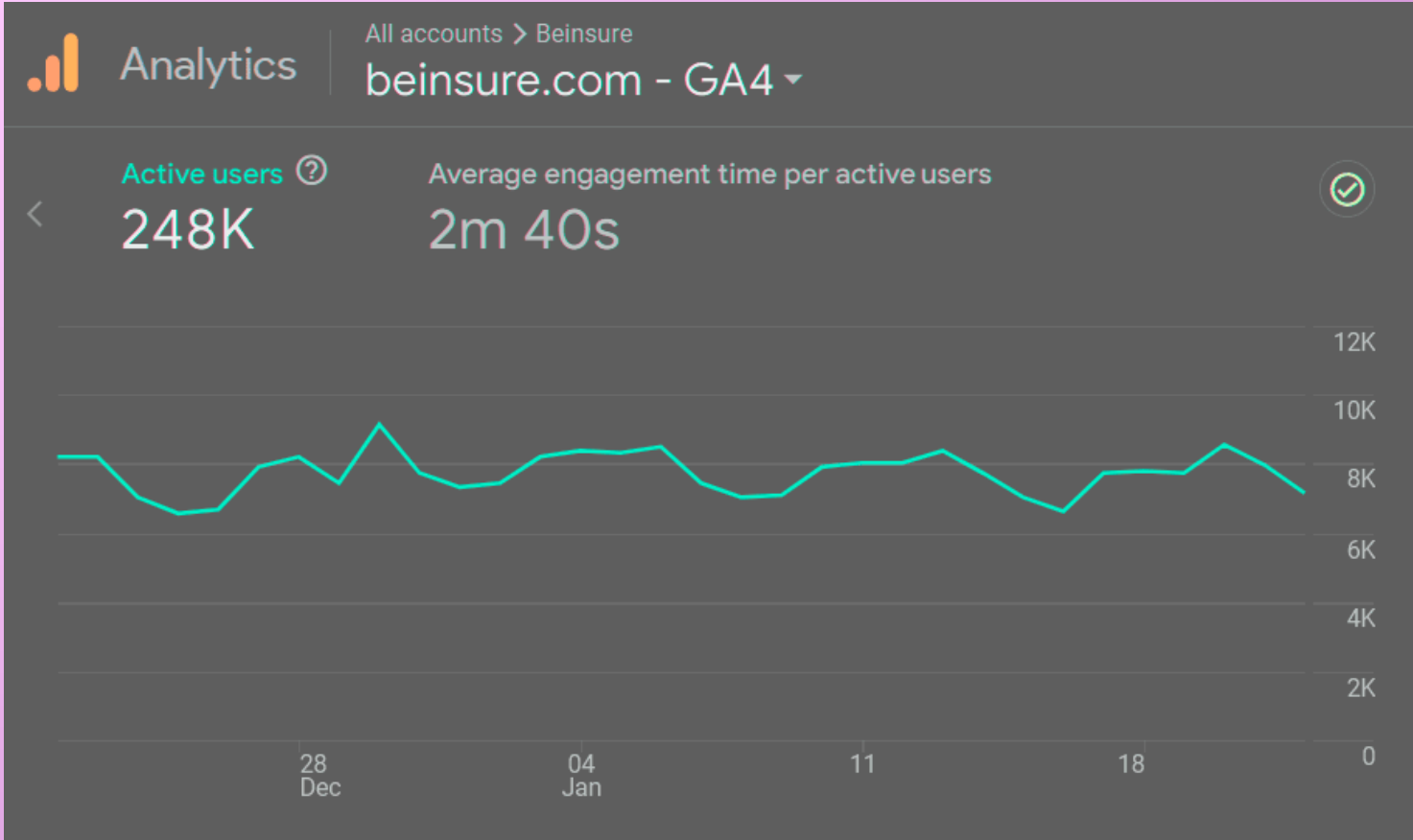
# Largest Insurance & InsurTech Digital Media by SimilarWeb

Rank	Insurance Media	Geo	Audience	DR
1	Insurance Business Magazine	US	306K	82
2	Insurance Journal	US	253K	83
3	<b>Beinsure</b>	<b>US</b>	<b>248K</b>	<b>73</b>
4	ReinsuranceNews	UK	124K	73
5	Business Insurance Magazine	US	103K	77
6	Atlas Magazine	FR	82K	54
7	Insurance NewsNet	US	75K	77
8	Insurance Insider	UK	67K	66
9	AM Best's Insurance News	US	65K	84
10	The Insurer	US	58K	65

Rank	Insurtech Media	Geo	Audience	DR
1	<b>Beinsure</b>	<b>US</b>	<b>248K</b>	<b>73</b>
2	Coverager	US	88K	66
3	Digital Insurer	US	47K	63
4	Insurtech Insights	UK	29K	63
5	Insurtech Digital	UK	17K	58



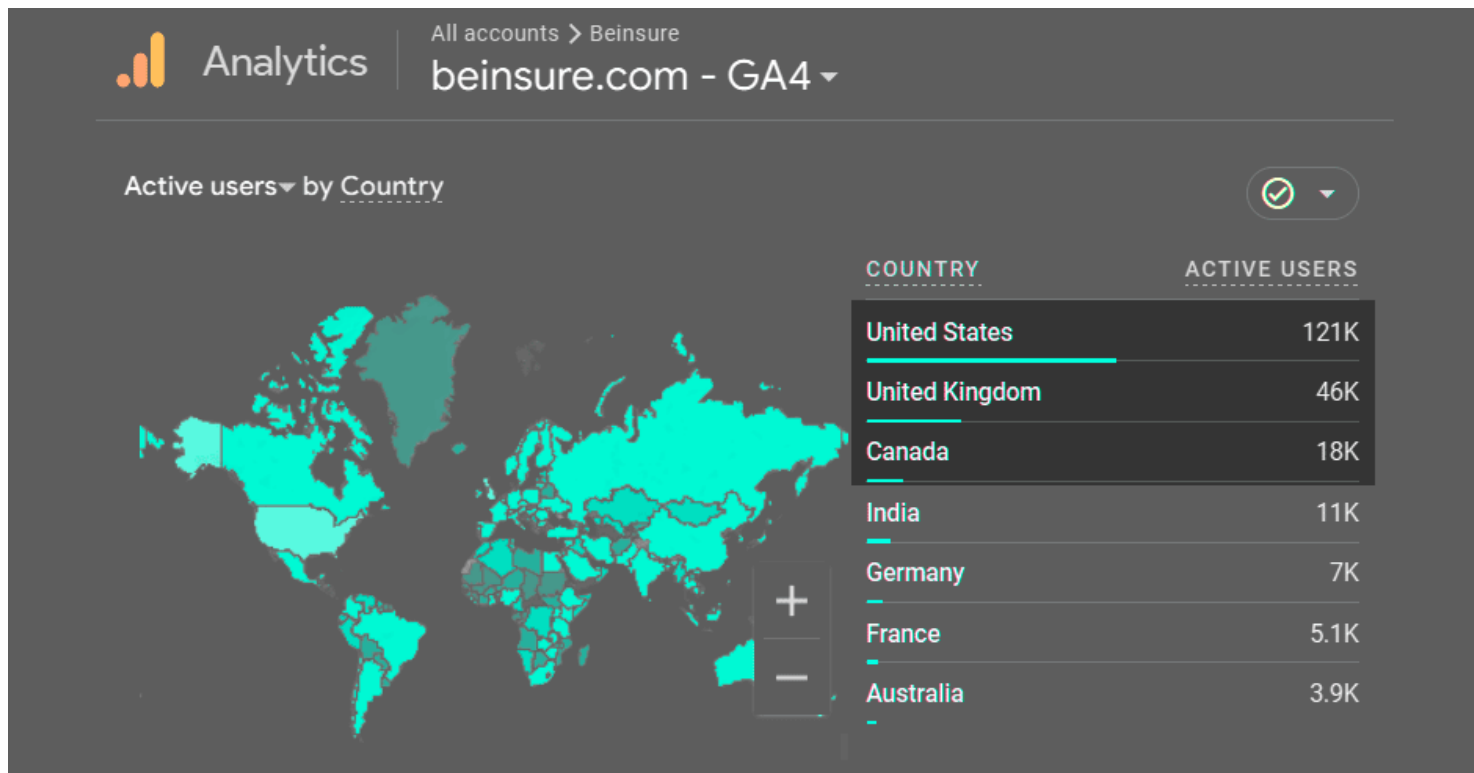
# Beinsure Audience by month



## Beinsure Audience by Region

**Top 10 countries:**

United States 51%, United Kingdom 19%, Canada 7%, India 5%, Germany 3%, France 2%, Australia 2%, Belgium 1.5%, Austria 1.4%, Spain 1.1%

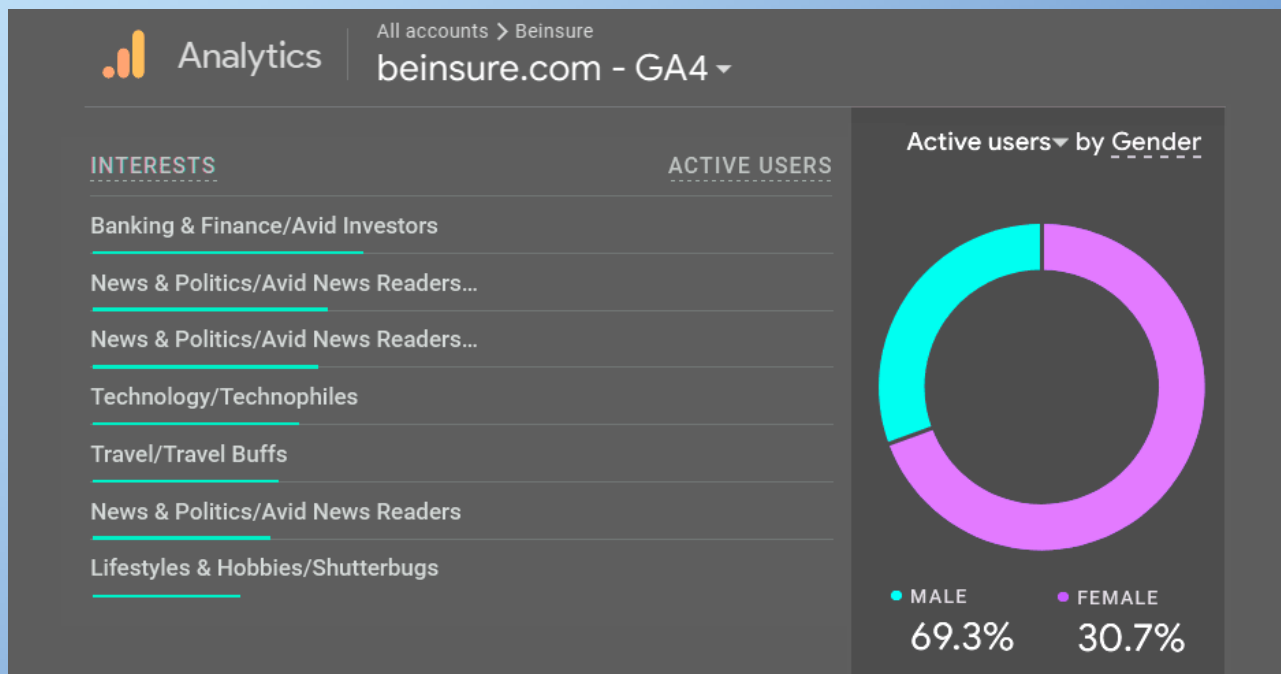


## Distribution & Top categories



Audience composition can reveal a site's current market share across various audiences. Beinsure audience is 69% male and 31% female. The largest age group of visitors are 25-34 year olds (30%), 25-44 year olds (50%).

The top traffic source to Beinsure.com is organic search, driving ~70% of visits by month, and direct is ~30% of traffic.



## ^ Interests by Category by Google Analytics

35% Finance, Investment, Business, Insurance, Banking & Software Services

Financial Services/Investment Services	10,51 %	Financial Services/Investment Services
Business Services/Business Financial Services	5,70 %	Business Services/Business Financial Services
	5,19 %	Financial Services/Banking Services
Software/Business & Productivity Software	5,06 %	Business Services/Business Technology/Enterprise Software
Employment/Career Consulting Services	4,81 %	Software/Business & Productivity Software
	4,56 %	Financial Services/Insurance
Business Services/Business Technology/Enterprise Software	4,05 %	Employment/Career Consulting Services
	3,42 %	Employment
Financial Services/Banking Services	3,42 %	Gifts & Occasions/Holiday Items & Decorations
Financial Services/Insurance	3,29 %	Business Services/Advertising & Marketing Services

7,18 %	News/Business News/Financial Markets News
5,40 %	Arts & Entertainment/Celebrities & Entertainment News
4,94 %	Reference/General Reference/Dictionaries & Encyclopedias
4,78 %	Finance/Insurance
4,71 %	News/Politics
3,94 %	Finance/Investing/Stocks & Bonds
3,70 %	Finance/Banking
3,63 %	Business & Industrial/Business Finance/Venture Capital
3,16 %	Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
3,16 %	Sports/Team Sports/Soccer

advertising

## Target Group

- ★ 31% female, 69% male
- ★ 30% of visitors are 24-34 year old, 50% are 25-44 year old
- ★ United States 51%, United Kingdom 19%, Canada 7%, Germany 3%, Australia 2%
- ★ Interests: 55% Finance, Investment, Business, Insurance, Banking & Software Services
- ★ Sessions by device type: 67% Mobile, 31% Desktop, 2% Tablet

[beinsure.com](https://beinsure.com)

# advertising

## ★ Main page

**beinsure.**  
Insurance • InsurTech Insights

NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

**banner #1: 1200x120**

**banner #2: 600x300**

**Global FinTech & InsurTech Funding Highlight & Investment Trends**  
Global fintech funding reached \$75.2B in 2022 — marking a 46% drop from 2021, but up 52% compared to 2020. Insurtech M&A exits rose 40% in 2022 to 81.  
February 13, 2023 • 7 minute read

**Re/insurance Rate Hikes Should Spur Investor Interest in Reinsurance Sector**  
While insurers may have winced at the spike in property-catastrophe prices at the Jan. 1 renewals, the resulting rate hikes and new policy terms should spur investor interest.  
February 13, 2023 • 3 minute read

**Global Reinsurance Capital Challenge in Natural Catastrophe**  
While there was sufficient capacity to meet the reinsurance needs of reinsurers at 1.1, it is also true that the amount of reinsurance capital being deployed was diminished in 2022.  
February 13, 2023 • 7 minute read

**Worries about capital and adverse variable investment income are expected to be the focal points of discussion at life insurers report**  
February 13, 2023 • 3 minute read

**Worst Natural Disasters in 2022: Global Natural Catastrophe Review**  
Climate change is taking an increasing toll. The natural disaster figures for 2022 are dominated by events that are more intense or are occurring more frequently.  
February 13, 2023 • 8 minute read

**How Did Actress Amber Heard's Insurance Cover Defamation Trial Against Johnny Depp?**  
The jury ruled in Depp's favor, and Heard was ordered to pay \$8.3 million. Heard then looked to her insurance company to pay the...  
February 13, 2023 • 3 minute read

**banner #4: 800x300**

**How Earthquakes in Turkey & Syria Impacts for Re/Insurance Industry?**  
According to Global InsurTech Report, 2022 has been a year of macro-realities for many InsurTechs, investors and risk partners, micro company hardship.  
February 13, 2023 • 5 minute read

**U.S. Property & Casualty Insurance Market Results & Performance**  
U.S. Property & Casualty (P/C) insurers should see stabilizing to modestly better industry operating performance in 2023.  
February 13, 2023 • 4 minute read

**New EU Legislation Bolsters Cybersecurity Requirements & Insurance to Protect Infrastructure**  
New EU Legislation came into force to bolster cybersecurity requirements to protect critical and digital infrastructure for applicable entities in member states.  
February 13, 2023 • 6 minute read

**INSURANCE & INSURTECH NEWS**

## ★ Internal pages

**beinsure.**  
NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

**banner #1: 1200x120**

**Re/Insurers are waiting for answers on whether new price cap on Russian refined product export**

Published on 13 February 2023, 12:12 America/New\_York

**SHARE ARTICLE**  
Facebook Twitter LinkedIn Mail

**banner #3: 300x600 300x300**

Western nations are seeking to restrict Russia's oil exports in response to the war in Ukraine. The insurance industry is waiting for answers on whether the new price cap on Russian refined product exports will be applied to delivered bunker fuel, according to Ship & Bunker.

The UK government will [ban the provision of insurance for ships carrying Russian oil](#), the Treasury confirmed, cutting off access to the vital Lloyd's of London market for seaborne Russian cargoes.

- The EU is also introducing a ban on services like insurance for ships transporting Russian oil, and the US is set to follow suit
- Western governments are attempting to limit Moscow's oil revenues
- Russia has repeatedly said it will not sell oil to any country implementing the price cap
- The UK Treasury said it had established a new team in the Office of Financial Sanctions Implementation to set up the licensing and enforcement system for the oil price cap
- Insurance Companies will no longer be permitted to transport oil from Russia by sea, or to insure such shipments

**FEATURED IN INSURANCE**

Insurers' Key Role in Strengthening of Human Mental Health & Wellness Resilience

Aviation, Marine & Cargo Global Insurance Market Forecasts: Dynamics, Key Regions & Major Players

11 Types of Merger & Acquisition and Ways of Structuring an M&A Deal

**INSURANCE & INSURTECH NEWS**

Re/Insurtech reThought raised \$10.5 mn in a Series B funding round

Insurer Sagu talks with AI-insurtech Open about sale of Aromas underwriting

Kotak Mahindra Bank is considering selling a Foral-General Insurance

Insurance industry in Bangladesh is grappling with a major crisis with unpaid reinsurance

Andrew Brodie takes up the Deputy Chair of the Council of Lloyd's

**UP NEXT**

Insurtech startup Branch launches credit insurance

**banner #2: 600x300**

It was not yet clear how bunkers taken on board vessels in fuel tanks — rather than as cargo — would be treated under the new rules.

**FEATURED IN INSURANCE**

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February 13, 2023 • 6 minute read

**INSURANCE & INSURTECH NEWS**

## Banner Formats

### ★ Main page

- #1: 1200x120
- #2: 600x300
- #3: 300x600
- #3: 300x300
- #4: 800x300

### ★ Internal pages

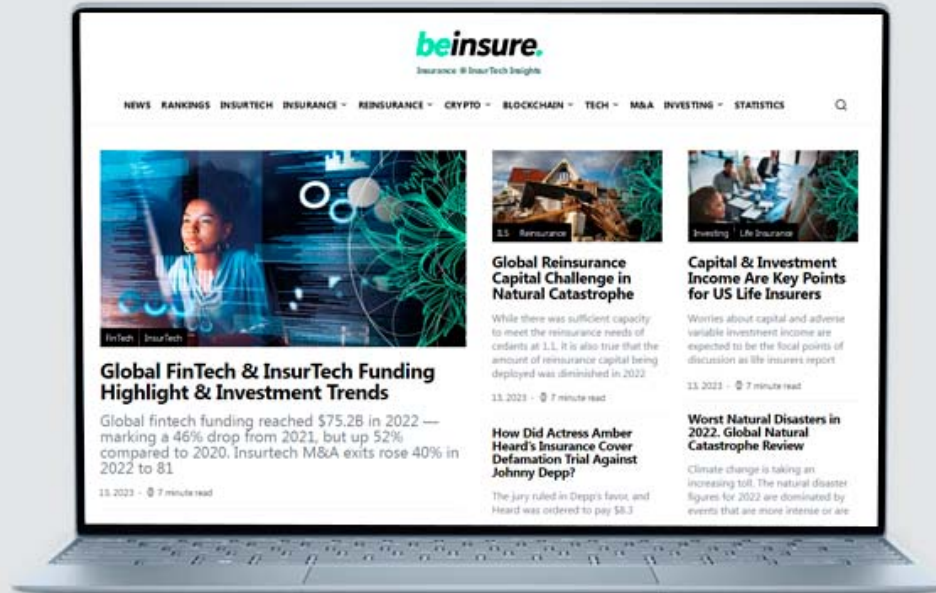
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- #2: 600x300
- #3: 300x600
- #3: 300x300

**beinsure.com**

# advertising

## Media advertising

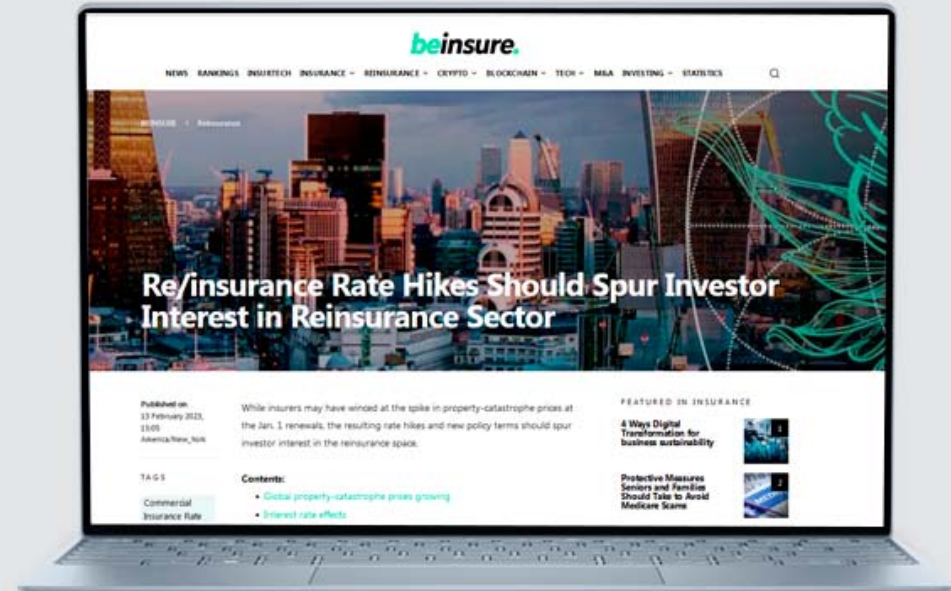
- #1: Banner 1200x120
- #2: Banner 600x300
- #3: Banner 300x600
- #3: Banner 300x300



## Digital PR

★ *Re/Insurance, InsurTech, Finance, Tech, Crypto, Blockchain, Cyber, Invest:*

- News, Press release: 500-600 words
- Article, Review, Interview: 1,000+ words



## social & contacts

### Get in touch

- ★ [Beinsure on Crunchbase](#)
- ★ [Beinsure on LinkedIn](#)
- ★ [Beinsure on X](#)

★ email: [go@beinsure.com](mailto:go@beinsure.com)



[beinsure.com](https://beinsure.com)

